

2018 ONE SHOW – FINALISTS

UX / UI
BY CATEGORY



Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 7–11.

WEB – UTILITY

DDB Group New Zealand / Auckland	Netsafe	Re:scam
Dentsu / Tokyo + BIRDMAN / Tokyo + Dentsu Public Relations / Tokyo + Yahoo Japan / Tokyo	Yahoo Japan	Election in the Dark
FCB/SIX / Toronto	PFLAG Canada	Destination Pride
McCann / London + MRM/McCann / London + Craft/McCann / London	Microsoft	Xbox Design Lab Originals: The Fanchise Model
McCann / New York + MRM//McCann / New York	Microsoft	Course IQ

WEB – USER EXPERIENCE

AlmapBBDO / São Paulo	Getty Images	Nosferatu
CHE Proximity / Australia + Revolver/Will O'Rourke / Sydney	Cochlear	The Hearing Test in Disguise
DDB / Paris + Make me Pulse / Paris	Ubisoft	A World With No Heroes
Dentsu / Tokyo + BIRDMAN / Tokyo + Dentsu Public Relations / Tokyo + Yahoo Japan / Tokyo	Yahoo Japan	Election in the Dark
Heat / San Francisco	THX	The Playable RFP Letter

MOBILE – UTILITY

Ogilvy Australia / Melbourne	AAMI	AAMI SmartPlates
R/GA / London	Flock	Flock
R/GA / London + R/GA / New York	DIGISEQ	DIGISEQ
R/GA / São Paulo	Banco Bradesco	next Bank
Uber / San Francisco	Uber	Sign Language

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MOBILE – USER EXPERIENCE

180LA / Los Angeles + Cut & Run / Santa Monica + Expedia / Bellevue + Friend / London	Expedia	Visit Britain
Jung von Matt / Hamburg	BMW AG	BMW.com
R/GA / London + R/GA / New York	Emirates NBD	liv. - Digital Lifestyle Bank
R/GA / São Paulo	Banco Bradesco	next Bank

DIGITAL CROSS-CHANNEL

BBDO / New York + Phantoscopic	Bacardi	Music Liberates Music
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DIGITAL / PHYSICAL CROSS-CHANNEL

Cheil / Amsterdam	Samsung Benelux	Samsung SmartSuit
Droga5 / New York + PHD / New York + Resn / Wellington	MailChimp	Did You Mean MailChimp?
Phenomenon / Los Angeles + Flywheel Sports / New York	Flywheel Sports	FlyAnywhere Bike App

CRAFT – INTERFACE DESIGN

DDB / Paris + Make me Pulse / Paris	Ubisoft	A World With No Heroes
Havas / Milan	Fondazione Tim	The History of the Mausoleum of Augustus
Havas / San Francisco	Citrix	The New Mobile Workforce
R/GA / São Paulo	Banco Bradesco	next Bank

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CRAFT – DYNAMIC DATA VISUALIZATION

AKQA / Shanghai + FNLPRJCT / Kuala Lumpur + RECROOM / Kuala Lumpur	Nike Greater China	My Sole Story
FCB Brasil / São Paulo + Antonio Brasileiro / São Paulo + UMSTUDIO.COM / São Paulo + Vitor Patalano / São Paulo	Estadão Newspaper	The Corruption Converter
FCB/SIX / Toronto	PFLAG Canada	Destination Pride
R/GA / São Paulo	Banco Bradesco	next Bank

INNOVATION IN UX / UI – SINGLE CHANNEL

McCann / New York + MRM//McCann / New York + Weber Shandwick / New York + Momentum WW / New York	U.S. Army	White Hats Wanted
Ogilvy & Mather / Chicago	Team Gleason	Robocalls From Humans
R/GA / New York	ShotTracker/KeeMotion	Autonomous Broadcast Network
R/GA / New York + R/GA / London	Snaptivity	Snaptivity